

NEWS RELEASE

FOR IMMEDIATE RELEASE

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City of Seguin Selects New Main Street Director ***Assistant Director of Economic Development Selected for Position***

SEGUIN, Texas – The City of Seguin is pleased to announce the selection of Assistant Director of Economic Development Kyle Kramm as the new Main Street Program Director. Kramm formally accepted the position Friday, May 30.

“We are very pleased Kyle has accepted our offer to lead the Main Street Program,” Assistant City Manager Rick Cortes said. “Kyle has a wealth of institutional knowledge with the City of Seguin. He has worked side-by-side with the Main Street Program for several years and knows what it takes to be successful in the role of director. Kyle is a downtown resident which gives him a unique perspective when it comes to the revitalization and success of the heart of Seguin.”

Kramm has worked with the Seguin Economic Development Corporation more than five years. He started as an intern in February 2009 and was promoted to Economic Development Specialist in April 2010. Kramm was again promoted in July 2013, this time to Assistant Director of Economic Development. He earned a Bachelor of Arts in Political Science-Public Administration from Texas Lutheran University in 2009 and a Master’s in Public Administration from the University of Texas at San Antonio in 2014.

"I am excited to start this new endeavor and I am appreciative of the City's administration having confidence in my abilities to take on my new role," Kramm said. "I have enjoyed working with Seguin Economic Development for the past five years, and I look forward to continuing to work for the betterment of the community."

During his time with SEDC, Kramm played an instrumental role in promoting Seguin as a premiere destination for business looking to expand or relocate. From tradeshow to marketing materials to presentations and getting businesses to 'Believe in Seguin,' Kyle has been part of the SEDC team through it all. His contributions were essential in recruiting Continental, Rave Gears, Starbucks, Marriott and others.

"Kyle has an incredible gift of multitasking, being responsive and has amazing attention to detail," Director of Economic Development Terry Trevino said. "He has attended all of the opportunities available to learn about recruitment through International Economic Development Council, which include recruitment to downtown and developing sites that are often viewed as 'difficult' and challenging markets. Main Street has hired a true gift of exceptional talent in Kyle. I have been truly blessed to have Kyle on our team and I know that we will continue to partner in recruitment!"

Kramm starts his new position in June. He replaces Mary Jo Langford who recently retired after 18 years in the position.

"Kyle is a wonderful and intelligent person who has a passion to succeed," Phil Seidenberger, President of the Seguin Economic Development Corporation Board of Directors said. "I hate to lose him in SEDC but I know he'll be successful in his new position with the Main Street Program. We will still have the opportunity to work together as he uses his economic development talents downtown. I'm thrilled for him."

About the Seguin Main Street Program

The mission of the Seguin Main Street Program is to facilitate, through community input and implementation of the Main Street Program Four-Point approach of Design, Organization, Economic Restructuring, and Promotions, the changes needed to create as reality the vision for downtown. This includes recommending changes in local laws, encouraging private sector reinvestment, inviting the entire community to use and celebrate in the historic heart of the community, and laying the foundation for a viable future by facilitating appropriate planning and financing to secure the future of downtown as the heart of Seguin.

About the Seguin Economic Development Corporation

Since 1994, the Seguin Economic Development Corporation has worked to promote Seguin as a premiere destination for businesses looking to expand or relocate. Voter created, SEDC receives a portion of Seguin's sales tax to market Seguin and provide incentives to industries such as manufacturing, biotechnical, distribution, energy and technology. SEDC works with existing companies in Seguin and new businesses that are looking to expand their operations.

About the City of Seguin

Seguin, Texas is located along Interstate 10, about 35 miles east of San Antonio. Seguin is big enough to boast a top-rated university and a state-of-the-art hospital. More than 25,000 residents enjoy a range of cultural, recreational, and employment opportunities. Seguin's robust diversified economy features a steelmaker, a manufacturer of automotive parts and plants making roadside mowing equipment and building materials. In 2009, Seguin was proud to be selected by Caterpillar as the site of a major new engine manufacturing facility.

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